

Institut Mines-Télécom launches a certificate program with 4 MOOCs on digital transformation in partnership with École Polytechnique

Institut Mines-Télécom (IMT) is expanding its training options with a certificate program on the Coursera platform. The course provides 30 key concepts on digital transformation. The certificate program is designed as a toolkit for understanding new mechanisms for business and digital innovation. It provides real-life cases from startups and major groups. Sponsored by IMT (Télécom Paris) and École Polytechnique, it offers a variety of perspectives from entrepreneurs, investors, and project managers, making it relevant for both professionals and students.



The roll-out of digital technology in companies goes hand in hand with new terms, often in the form of English-language neologisms. Words such as “uberization”, “disruption”, and “growth hacking”, for example, have already become popular among organizations.

The main problem with these new terms is that they can hide a lack of understanding of the key concepts involved in digital technology. In other words, these terms can become portmanteau words, with each professional imagining very different realities.

In order to decipher these key digital technology concepts, Institut Mines-Télécom is launching a certificate program on Coursera with 4 MOOCs: “understanding digital technology”, “taking action with digital technology”, “growing with digital technology”, and practical case studies. Télécom Paris and École Polytechnique designed this MOOC program as a guide for those involved in this transformation affecting the corporate world (employees, entrepreneurs, managers) and all of society.



The content is offered in English and there are no prerequisites.

Conceptual toolkit

Over thirty concepts are explained and illustrated to describe the realities involved in the changes caused by digital technology.

Why is it harder for large groups to innovate than it is for startups? How can my organization embark on a true digital transformation? How does technology affect our business models?

What are the market failures in the digital economy? What procedures must be used to estimate the financial value of startups that are not publicly listed? ...

The learner experience was designed to offer clear answers to all the key questions through short videos produced using motion design. It also offers assessment and case studies based on real companies, including startups and major groups.

Valérie Fernandez and Thomas Houy from Télécom Paris and Rémi Maniak from École Polytechnique created this program with a team of research professors from both schools.

Valérie Fernandez is a professor and expert on the digital economy. She directs research programs on the dissemination of digital technology and its socio-economic impacts in partnership with various international research organizations (European Commission, PUC Chine, CNRS) and large companies (Thalès, Atos, Carrefour). She has authored some 60 books and articles on these topics.

Thomas Houy is an Associate Professor at Télécom Paris. He conducts research on new best practices for innovation and the paths of disruption caused by digital technology. He teaches entrepreneurship and business strategy in France and abroad. He has several entrepreneurial ventures to his name and has authored numerous research articles published in prestigious scientific journals and books for professionals.

Learn more and sign up for the MOOC program

<https://www.youtube.com/watch?v=OkNHp4LvYeM>

This MOOC program is supported by:



About Institut Mines-Télécom www.imt.fr/en

Institut Mines-Télécom is a public higher education and research institution under the aegis of the French Ministry for the Economy, Industry and Digital Affairs, which groups together 8 graduate schools, 2 subsidiaries and a network of strategic and affiliated partners. Its activities in the fields of engineering sciences and digital technology support the education of engineers and managers, partnership-based research, innovation and economic development. Always attentive to the economic world, IMT combines strong academic and scientific legitimacy, close corporate relations and strategic positioning in the key transformations of the 21st century: digital technology, industry, energy and ecology, and education. IMT is a founding member of the Alliance for the Industry of the Future and co-founder of the GermanFrench Academy for the Industry of the Future with Technical University of Munich (TUM). It is recognized by 2 Carnot Institute accreditations for the quality of its partner-based research. Each year, IMT trains over 13,000 students, enters into nearly 70 million research contracts, and hosts some 100 start-ups in its incubators.



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